

Raj's Team Solves Support Tickets 24x Faster Using **BoldDesk®**



Background

Founded in 2017, Reelo Technologies is an all-in-one customer relationship management (CRM) platform that helps retailers streamline workflows involving campaigns, loyalty programs, referral marketing, and more. In doing so, Reelo aims to make personalized customer engagement simple, accessible, and affordable for businesses of every size.

Challenges

For CRMs like Reelo, client communication is everything. That's why Customer Support Executive Raj Khichi and his team strive to keep customers informed throughout every step of the ticket-resolution process. Unfortunately, Raj's team relied on Gmail to manage customer queries, which made it difficult to monitor tickets and communicate progress to customers.

Because there was no system in place to track ongoing issues, the team often had no way of knowing whether a customer had already been contacted, or where a given ticket stood in the resolution process. Instead, they had to scroll through countless email threads to piece together a customer's support history. As their volume of tickets grew, this manual method became unsustainable, prompting Raj's team to search for a better solution.

Solution

While researching recommended helpdesk tools, Raj's team found BoldDesk. Since the setup process was straightforward, they were able to get started quickly. "We didn't face any difficulties integrating with the platform," Raj said. "It was a very easy process, and we don't need any, like, back-end sync to integrate BoldDesk with our regular emails."



Using BoldDesk, Raj's team was able to automate previously manual tasks, such as ticket categorization, assignments, and monitoring. This enabled them to perform administrative tasks around 4x quicker, solve customer queries up to 24x faster, and increase their daily ticket closure rate by about 140%.

To top it all off, BoldDesk helped Raj's team centralize their communications, providing them with a single platform to contact customers and other team members about ongoing queries. "After implementing BoldDesk, there's been a significant improvement in the managing factor of the tickets and support that we used to give to clients and our internal team, too," Raj said.

IMPACT

By adopting BoldDesk, Raj's team,

- Consolidated communications across multiple channels.
- Simplified ticket management and communication workflows.
- Cut daily time spent on administrative tasks from 2-3 hours to 30-45 minutes.
- Reduced ticket turnaround time from 4-24 hours to 1 hour.
- Increased daily ticket closure from 15-20 tickets to 35-50 tickets.
- Enhanced customer experience and satisfaction.

Conclusion

With BoldDesk, Raj's team successfully streamlined their support workflows. Instead of spending countless hours searching through Gmail inboxes for relevant communication threads, Raj's team now automatically categorizes, assigns, and monitors ongoing tickets, ensuring they can keep their customers in the loop throughout the entire process.





Pull Quote

"I would definitely recommend BoldDesk to businesses that deal with customers and clients via email or chat. I think it would help them a lot with the ticketing part and internal team communication part."

– Raj Khichi, Customer Support Executive, Reelo Technologies Pvt. Ltd.

